

# CCC Early Detection and Screening Committee Meeting Minutes

Wednesday, January 10, 2007

2:00 – 3:30 pm

Location: AZ Department of Health Services, 150 N. 18<sup>th</sup> Avenue, Room 300B

Conference Call-in number 602-542-9002

Attendees: Cynthia Claus, Richard Jones, Jennifer Lenz, Kathy Sponagle, Virginia Warren, Susan Pierce, Marilyn Gardner, Connie Williams.

Apologies: Peter Lance, Sharon Gray, Charlton Wilson,

Agenda Items	Discussion	Follow-up Items
Review 9/27/06 Minutes	Previous meeting minutes were reviewed. No changes were made.	
Colorectal Cancer Media Screening Update	<p>Virginia Warren reported progress on the colorectal cancer screening campaign, currently the Arizona Department of Health Services Marketing Manager is working with an advertising agency on formative research. This will take place with focus groups in the targeted counties.</p> <p>In addition there are discussions with people in the community to partner on the colorectal cancer screening program. AHCCCS has been approached based on the need for treatment dollars down the line.</p> <p>A Medical Advisory board is being put together with a Medical Director to develop clinical algorithms for the project.</p> <p>The first year of colorectal cancer funding is to develop a media campaign and build infrastructure to support a screening program. The program will be modeled after the Well Woman HealthCheck Program providing screening to the uninsured and underinsured. The second year will be focused on implementing the screening program is four pilot sites.</p> <p>Scottsdale HealthCare, the Arizona Cancer Center have both expressed interest in being involved in the project. All interested parties will be brought to the table to discuss opportunities to collaborate.</p>	
Women's Health Week	Marilyn Gardner reported information on Women's Health Week. This year Women's Health Week is being held May 13 <sup>th</sup> – May 18 <sup>th</sup> beginning on Mother's Day. The planning group is looking for partners to participate and register activities around women's health. The Well Woman HealthCheck Program will be sponsoring a provider conference with topics on breast cancer, cervical cancer, and ovarian cancer covering screening, diagnosis, treatment and research. The conference has a clinical focus and will target PCP's, RN's, Physician's Assistant, Nurse Practitioners etc.	Marilyn will e-mail save the date information when available to the committee.
Susan G. Komen – Phoenix Affiliate	Marilyn Gardner reported that she had submitted the train-the-trainer lay health advisor grant application on behalf of the Early Detection and Screening Committee. The focus is to train lay health advisors to take back breast health	Marilyn to report back funding information.

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	education into their communities. A three pronged approach was developed to include breast self examination, clinical breast exams, and mammography. The approach has proved to be effective in other areas like Boston and South Carolina. Development of this project would serve as a service model to be used throughout the state. A funding determination will be made in February.	
Us Too Prostate Cancer	<p>Jennifer Lenz reported that the Early Detection and Screening Committee will be partnering with the Us Too Prostate Cancer program to promote informed decision making. Us Too in Arizona has been funded to provide prostate cancer education to minority and underserved populations.</p> <p>The program is recruiting interested individuals to attend a luncheon to learn more about Us Too and recruit community individuals interested in providing prostate cancer information. The initial meeting will take place on January 19<sup>th</sup> at 1:00 pm.</p> <p>Us Too will be invited to participate on this committee and to report progress.</p>	
Evaluation Team Recommendations Review – Strategies and Activities Discussion	Jennifer Lenz reviewed with the committee the evaluation team recommendations. The evaluation team indicated that the committee has worked through all steps of the logic modeling process except the completion of step 5, document strategies in detail, which is in process. The committee worked through all the logic maps and tables of activities, and provided comment. The committee has been selected by the U of A to do an impact assessment to help measure progress towards achieving results based on the committee's progress with logic modeling process.	Jennifer will send in committee recommendation for finalization of logic maps and activities.
March – Colorectal Cancer Awareness Month	<p>Jennifer Lenz reported opportunities to promote colorectal cancer screening during March for Colorectal Cancer Awareness Month. Toolkits and materials have been ordered through CDC but have not yet arrived. Once available, this information can be made available to coalition and community partners to help promote colorectal cancer screening. Existing materials are CDC's <i>Screen for Life</i> campaign materials.</p> <p>The committee discussed other ideas. Once idea suggested is to have a Press Release related to Colorectal Cancer Awareness Month. Other ideas are to use promotion through the coalition and direct partners to encourage them to promote screening. Another idea is to make available the Harvard colorectal cancer screening algorithms to providers and coalition members.</p>	<p>Jennifer Lenz to disseminate Screen for Life Materials once available.</p> <p>Jennifer Lenz will approach the ADHS Marketing Team about a Press Release.</p>
Review Action Item Log	The action item log was reviewed and updated.	
Sharing of Current Initiatives	Mayo Clinic – Cynthia Claus reported that there is an effort through the Mayo Foundation to impact health disparities. Mayo has developed a relationship with Mountain Park to address breast cancer.	

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	<p>Aetna – Richard Jones reported that HEDIS rates provide a good indicator of how health insurance companies are doing related to cancer screenings and raises a suggestion for ways to help disseminate this information.</p> <p>AHCCCS – Kathy Sponagle indicates that they use performance measures to see how their health plan providers are performing. This year there is a stronger focus on performance and a workgroup to address this. Currently, most Healthplan send an annual reminder card to members to remind them of the need for cancer screenings.</p> <p>Komen Southern Affiliate – Susan Pierce reported that their Race for the Cure will be held on April 15<sup>th</sup> in Tucson. This is the event that the organization derives the majority of their funds for the year.</p>	
Next Meeting Date	To be determined	Jennifer Lenz to schedule next meeting and distribute date, time, and meeting location information.